



## Media Coverage of Twin Cities During RNC Equal to 122 Super Bowl Ads

**Host committee, mayors declare Republican convention a success**

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ST. PAUL, Minn. -- The Republican National Convention was declared a success Friday by the Minneapolis-St. Paul Host Committee and the mayors of Minneapolis, St. Paul and Bloomington.

The host committee says national and international media exposure from the convention so far has produced more than 8 billion media impressions, the equivalent of a \$330 million ad campaign.



RNC at Xcel

"The exposure from this convention is truly priceless," host committee CEO Jeff Larson said. "The coverage we've received so far is the equivalent of purchasing 122 Super Bowl ads."

More than 45,000 people, including 15,000 members of the media, came to the Twin Cities for the convention.

### St. Paul Mayor Chris Coleman's reaction

"This convention provided an amazing opportunity for us to show the world that this is a great place to live, work and start a business. We are confident that people will leave here with a positive impression and that they will want to come back."

### Minneapolis Mayor R.T. Rybak's reflection

"Minneapolis-St. Paul showed the thousands of visitors to the 2008 Republican National Convention that our state is beautiful, cultural, hospitable and smart. The community truly rallied to put on hundreds of events to show off our best face and they showed the world what it means to be Minnesota Nice."

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